

HELLO, WE ARE FIRSTHAND GROUP.

HUMANIZING BRAND EXPERIENCES THROUGH RELATIONSHIPS.

2021
CREDENTIALS

Firsthand Group is a team of marketing professionals with experience and expertise from working on some of the most consumed brands in the region.

We provide brands with 360 degree solutions that include Brand Communication & Marketing, Public Relations, Creative Design, Digital & Traditional Media Management, Event Management, Experiential Marketing & Research.

SURPRISE. ENGAGE. DELIGHT. INFLUENCE.

Our aim is to think beyond your brief and deliver greater return on investment by providing you with unexpected, incisive, strategic and creative ideas. We are flexible, unconventional and non-traditional with an open door policy to give you more access to the work force managing your brand.

OUR BRAND BUILDING BLOCKS

STRATEGY

Brand Strategy
Communication Strategy
Marketing Strategy
Go to Market strategy

ADVERTISING / ATL

Traditional & New Media Advertising
Planning, Buying & Monitoring
Media BOT Services Niche
Auxiliary Media Platforms
Concession contracting

EXPERIENTIAL

Traditional and evolved BTL
Event Management
MT and GT solutions
Consumer based programs
Brand PR 2.0

BRAND DESIGN

Corporate & Brand Identity
Corporate Communication
Project based design.
Retainer based design.
Brand DNA and Mapping

DIGITAL

COMMUNICATION

Digital Marketing Strategy
Web Design & Development
Social Media Marketing
Mobile Marketing
E- Commerce, SEO
USSD, Bulk SMS and C. Surveys
Influencer and trender solutions

SALES MANAGEMENT

Retail (GT) Relationships.
Women groups and youth
programs.
Door to door community programs.

DON'T JUST THINK BIG.
THINK LONG!

THE NEW NORMAL

SALES **UPLIFTING** HAS BECOME KEY IN ANY MARKETING INITIATIVE DUE TO THE ON GOING PANDEMIC.

HOW WE LEVERAGE ON CONSUMER RELATIONSHIPS TO CREATE TRIAL, PURCHASE AND RE-PURCHASE **COST EFFECTIVELY** IS THE STICKY TASK AHEAD.

WE DO WHAT WE DO BY INVESTING
IN PEOPLE, DATA & TECHNOLOGY.

CONSUMERS & THE KADOGO ECONOMY

Over 70% of Kenyans are classified in the lower and lower middle socio-economic classes, C2,D,E

They rely mainly on informal trade for their household shopping

They frequently visit estate kiosks and small retail outlets that are typically near their homes and offer goods in small SKUs.

KADOGO ECONOMY KEY DRIVERS

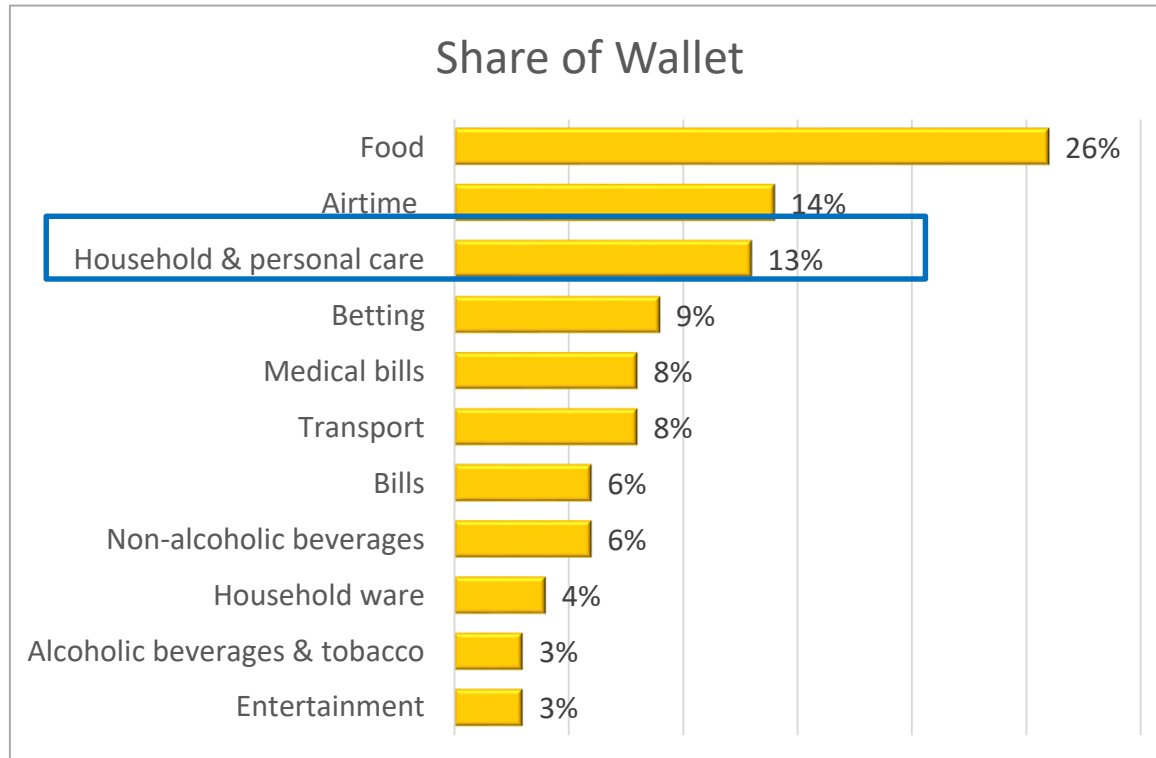
AFFORDABILITY

EASY CREDIT

CONVENIENCE



FOOD, AIRTIME, HOUSEHOLD & PERSONAL CARE GET THE LION'S SHARE OF CONSUMER WALLETS



A study by Marketing & Social Research Association found that lower SEC consumers spend more on airtime than on household items. The highly popular practice of betting amongst this group of consumers also gets a significant share of their income.

MANUFACTURERS ARE KEEPING UP

Kadogo economy: Manufacturers reduce sizes of products, maintain prices

'Kadogo' economy rules retail sector

WEDNESDAY, JULY 17, 2019 20:24 BY ANNIE NIANJA

Majorly in low income areas, consumers purchase items majorly for single use. Shop owners/ vendors in such areas, pack commodities such as paraffin, charcoal, cooking oil in minute quantities and sell for as low as KES 5.

Manufacturers also heed to the needs of this kadogo economy and continue to produce smaller SKUs

The market has seen smaller packs of milk, bread, detergents, beverages such as Coca-Cola and even airtime of as low as KES 5.

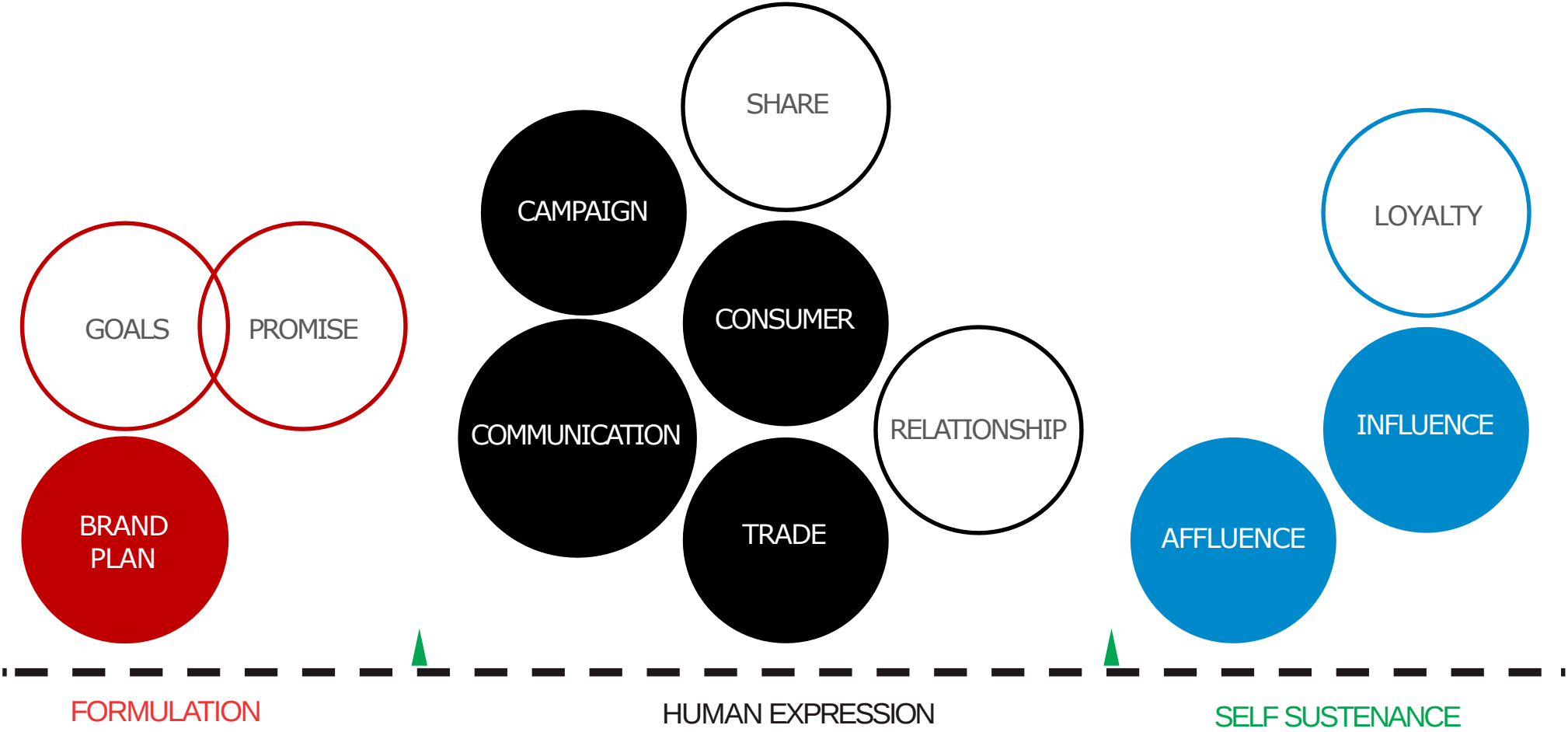


<http://cofek.co.ke>

<https://www.businessdailyafrica.com>

WE BELIEVE CLARITY OF MIND
MEANS CLARITY OF PASSION TOO
HERE IS HOW WE WORK WITH OUR
PARTNERS!

OUR BRAND ENGAGEMENT TOOL

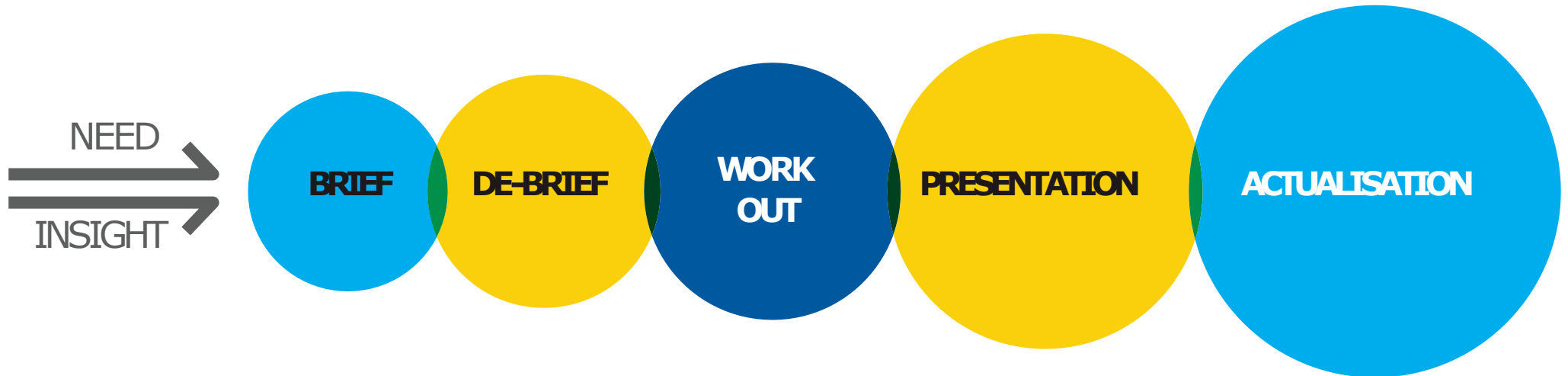


THIS TOOL ENABLES OUR PARTNERS AND OUR TEAMS TO IDENTIFY AT WHAT STAGE THE BRAND IS AND WHAT NEEDS TO BE ADDRESSED!

WAYS OF WORKING PROCESS

Business Driven

You give us a brief based on a business need.



Market Driven

We instigate a brief due to an observed opportunity in the market that serves your brand objectives.

SOME OF OUR PARTNERS

DIVERSE EXPERIENCE THROUGH WORKING WITH PARTNERS IN VARIOUS SECTORS



GREAT BRANDS TELL GREAT STORIES,
GREAT STORIES BUILD GREAT BRANDS.

HERE ARE SOME OF OUR CLIENTS' STORIES



WOMEN GROUPS / CHAMAA SENSITIZATION CAMPAIGN - BTL DRIVEN

CHALLENGE

How can OMO EF increase its market share?
Most consumer activations only touch the know market routes (Urban centres), OMO EF wanted to expand their consumer reach in the coast region by tapping into the MAMA who runs her household

IDEA/ SOLUTION

Costal women are engraved in Chamaas. We have them.

We Came up with a 3 tiered strategy that involved going to where we find these women through our Chaama networks in the region.
Visit homes at 8am and sample wash tips.
Hold chaama seating for populous demo and buy in.
Hit busy markets for awareness and uplifting.

RESULTS

104%

On Target

- Increased brand a% only
- 14,000 products sold
- Brand love increase (KD)





NATIONAL CAMPAIGN- STRATEGY, CREATIVE, SOCIAL MEDIA, TV MEDIA, VIDEOGRAPHY AND PHOTOGRAPHY.

CHALLENGE

NEW KCC has over the last year (2020) invested in modernizing various plants across the country with an aim of supporting the dairy farming sector through better yields both at the farmer level as well as consumer level.

How can they showcase this great process?

IDEA/ SOLUTION

Develop and market a 12 minutes documentary that brings this incredible journey to the consumers eyes through tapping into the very pillars that support this corporate unknown to the consumer and other stake holders. Position NEWKCC as the leader in the dairy farming sector in Kenya.

HOW & RESULTS

ATL:

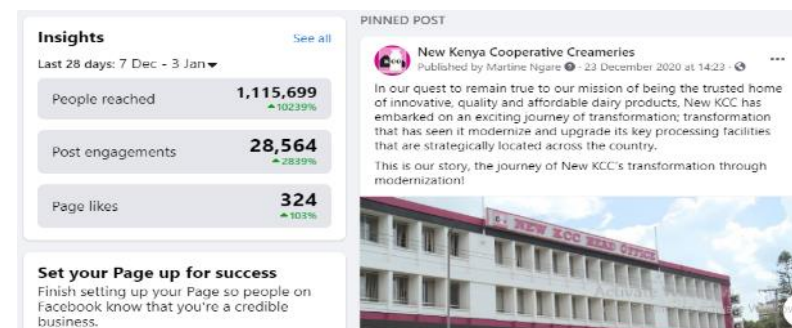
Ran documentary series in two national and 5 regional TV stations at 65% of media rates.

Negotiated for both prime time and over 28 promos as well as social media and radio mentions as value addition.

DIGITAL:

Reach over 6 million unique users online (YT, FB, Twitter, IG and Programmatic Media).

Social media management on content development, CRM and engagement.





360 BRAND MANAGEMENT- STRATEGY, CREATIVE, MEDIA, ACTIVATIONS, SPONSORSHIPS, BRANDING PRODUCTION, SALES, BTL AND PR.

TASK

The Energy drink market in East Africa for a long time has been dominated by Redbull with the other brands being seen as fringe brands due to their low visibility. This led to energy drinks being mostly associated with Redbull's positioning of sport. Shark Energy wanted to break through into the market and increase its share of voice.

IDEA/ SOLUTION

Bring out the Beast Campaign. A through the line campaign designed to position Shark Energy as the drink that keeps the party going in - Kenya. This was mainly done through activation in instore sampling, merchandising, night clubs, movie launch sponsors among other activations.

RESULTS

68%
BRAND AWARENESS
INCREASE.

- Product listing, product shelf offtake, product engagement.
- 100% Social media response rate.





CHALLENGE

Sales of Viceroy in Kenya had started dipping among urban consumers in favour of newer brands in the whisky category. Younger Kenyans seemed to view Viceroy Brandy as an old man's and poor man's drink. Viceroy needed to make some noise to turn this around.

IDEA/ SOLUTION

Kenyans love fun and partying. We therefore transformed the Viceroy Kenya social media pages into a party central where we would give updates on Viceroy parties, match updates and have give aways. This was supported by experiential teams in retail and trade.

This was coupled with a promo to send 63 people to the South African home of Viceroy to increase brand

understanding and affinity.

RESULTS

12%
ROI

300%
growth in their
Twitter and
facebook
community

32,000
Direct bottles
sold

VICE 5 PROMOTION - STRATEGY, CREATIVE BTL, PR & SOCIAL MEDIA





Agriculture and Food Authority (AFA)

Tea Directorate

Our Crops, Our Wealth

NATIONAL TEA DATE PROGRAM- STRATEGY, BTL AND PR

CHALLENGE

Kenya exports Tea more and only consume 5% of the total production. The Directorate wanted to at least increase its local consumption

IDEA/ SOLUTION

Tea date . Not a coffee date.

Use tea as part of everyday recipe. We had 3 categories
1. Student category/ Culinary 2. General public 3. Professional Recruitment. We asked all the interested participants to send in their creative recipes and we would short list by picking the most creative recipes for competition Publicity We had : Radio , TV, Roadshows, campus storms and mall activations

RESULTS

9%

CONSUMPTION
INCREASE

- Increased brand awareness
- 32,000 products sold
- Brand love increase and tea adoption

EAT DRINK TEA





SAVE OUR ICON CAMPAIGN- STRATEGY, CREATIVE BTL & SOCIAL MEDIA

CHALLENGE

Kenya has been losing elephants to poaching at an alarming rate. If we do not take care then the next generation might not live to see a live elephant in the wild. Effectively killing the most iconic element of the Amarula key brand attributes.

IDEA/ SOLUTION

Partner with other brands (i.e Nakumatt and Hands O' Our Elephants) that had the elephant as a key brand attribute to raise awareness and funds to support anti-poaching efforts around the country. We ran a integrated promo supported by onground activations in Nakumatts pledging a portion of the money spent on any Amarula to be spent on elephant conservation.

RESULTS

270%
SALES INCREASE

- Increased brand affinity
- 15,600 Bottles sold
- 540,000 eyeballs on Facebook (270% above target).





DIGITAL MIGRATION- STRATEGY, CREATIVE AND PR

CHALLENGE

The world had set a date for digital migration and the country was committed to meeting the deadline. However this would have meant a switch

off for many Kenyans who did not have decoders at this point. It was gametime for all pay TV players. However, FTA's were not airing their communication.

IDEA/ SOLUTION

An experiential and digital count down informing the public of the number of days they had left using the brand ambassador. This was translated to funny memes that took over the web.

This was coupled with celebrity DJ endosers during the Christmas period and PR coverage on mainstream media.

RESULTS 29% BRAND AWARENESS INCREASE



NICHE MARKETS AND SUPPORT SOLUTIONS
IN SHOPPER AND RETAIL MARKETING.

WE DON'T STOP ON STRATEGY, WE GO THE
EXTRA MILE.

A CASE OF NICHE MARKETING SECTOR



MOODS

DELIVERABLES: Brand activation and sports events take over.

OBJECTIVE: Increase brand awareness and seeding / merchandising.

A CASE OF CORPORATE NSE LISTING PROJECT



KSHOE

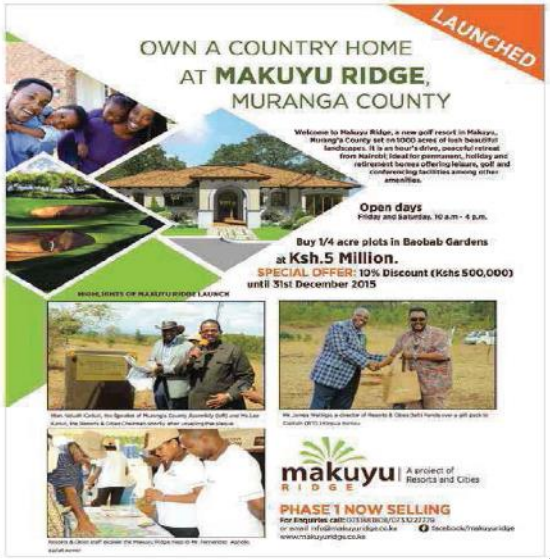
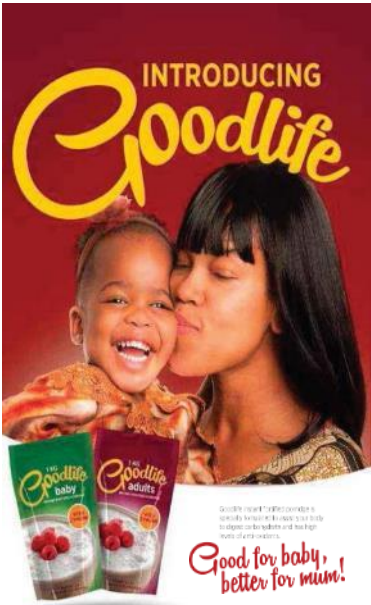
DELIVERABLES: 360 Brand Management with emphasis on corporate high profiling experience.

OBJECTIVE:
Review positioning with an aim of NSE listing (Store experiences).

A CASE OF DESIGN FOR VARIOUS SECTORS – DESIGN, PRINT, PRODUCTION, LISTING AND SALES MNGT



BRAND IDENTITY TO PRODUCTION



COMPANY IDENTITY TO MARKET LAUNCH



CALENDAR DESIGN TO PRODUCTION



CALENDAR DESIGN TO PRODUCTION



BROCHURE DESIGN TO PRODUCTION



BRAND IDENTITY TO MARKET



A CASE OF SHOPPER MARKETING AND RETAIL MNGT AND FABRICATION



GREAT IDEAS ARE BUILT ON COLLABORATIVE
EFFORT, SWEAT AND LOTS OF COFFEE
MEET THE TEAM THAT WILL SWEAT FOR YOU

OUR TEAM

Team Leader and Head of Strategy
(Overall Partnership Mngt).

Creative Director

Lead Creative on both offline and online platforms.

Account Manager

Client Liaison responsible for team coordination and expectation mapping.

BTL / Experiential Head

User Experience solutions from adaptation, interpretation and execution.

Content & Community Mngr.

Daily conversation and platform performance and status.

Lead Innovators programmer

Back end innovations and applied web applications.

Media Planner and Buyer

Responsible for media strategy and online and offline reach amplification platforms.

PR and Events Manager

Lead on all media relations, events coordination and brand to public opinion guide.



**OUR PARTNERS ENJOY GREATER ROI
DUE TO INTERNAL ASSET USE.**

WE VALUE BRANDS BY DOING WHAT WE CAN WHEN WE CAN.

CAMPAIGN

EXTRA FRESH CONSUMER SENSITIZATION

PAID FOR DAYS

21 DAYS

EXTRA DAYS NEEDED TO REACH MAXIMUM ROI

7 DAYS

COST OF CAMPAIGN EXTRA DAYS

7 KES 1.4 Million in asset use (FREE VALUE
ADDITION)



TOTAL CAMPAIGN DAYS = 28 DAYS MADE
POSSIBLE BY IN HOUSE RESOURCES.

OTHER RESOURCES TO DELIVER MORE MT / GT EXPERIENCES AT AFFORDABLE STRATEGIES.

STRUCTURES



Spider tent



Stretch tent



Modular Booths

AUDIO VISUAL



LED Screen



Inflatable Lighting



Console

OTHER RESOURCES TO DELIVER MORE MT / GT EXPERIENCES AT AFFORDABLE STRATEGIES.

LIFESTYLE CONCEPTS ENGINEERING



BIG BRAND FEEL



THE MOST POWERFUL ELEMENT
IN MARKETING IS THE TRUTH.
WE FOCUS ON TELLING IT WELL.

WELCOME.



4TH FLOOR – LAIBONI CENTRE,
LENANA RD, NAIROBI – KENYA.
CALL: +254204938233
EMAIL:- martin@firsthandgroup.co.ke